

ABSTRAK

Penelitian ini bertujuan untuk menganalisis strategi internasionalisasi di Universitas Darussalam (UNIDA) Gontor dalam merespons tantangan westernisasi di lingkungan pendidikan tinggi Islam. Menggunakan pendekatan kualitatif dengan metode studi kasus, data dikumpulkan melalui teknik wawancara mendalam, observasi partisipatif, dan studi dokumentasi. Keabsahan data dijamin melalui teknik triangulasi sumber, *member checking*, dan pencocokan pola (*pattern matching*) berdasarkan kerangka kerja Robert K. Yin, guna memastikan kredibilitas, konsistensi, dan generalisasi analitis temuan. Hasil penelitian menunjukkan bahwa internasionalisasi di UNIDA Gontor dipahami sebagai *internationalization of values* yakni proyeksi nilai Islam dan pesantren ke tingkat global. Institusi menerapkan strategi hibriditas yang disaring dengan memadukan kemanfaatan global dan akar identitas pesantren yang kuat. Mitigasi terhadap dampak negatif westernisasi dilakukan secara sistematis melalui tiga level organisasi: (1) Level Organisasi melalui seleksi ketat mitra kerja sama; (2) Level Kelompok melalui integrasi kurikulum berbasis *Islamic Worldview*; dan (3) Level Individu melalui internalisasi nilai yang melahirkan adaptasi selektif. Temuan ini membuktikan bahwa internasionalisasi tidak melunturkan nilai yang menjadi identitas inti (*identity of being*), melainkan memperkaya kapasitas profesionalitas (*identity of becoming*) sivitas akademika. Penelitian ini menawarkan model kerangka kerja bagi Perguruan Tinggi Agama Islam (PTAI) lain dalam menjaga keseimbangan antara kualitas global dan integritas nilai lokal.

Kata Kunci : Strategi Internasionalisasi; Perspektif Internasionalisasi; Nilai Pesantren; Implikasi; Mitigasi Westernisasi

ABSTRACT

This research aims to analyze the internationalization strategy at the University of Darussalam (UNIDA) Gontor in response to the challenges of westernization in Islamic higher education. Employing a qualitative approach with a case study method, data were gathered through in-depth interviews, participant observation, and documentation studies. Data trustworthiness is ensured through source triangulation, member checking, and pattern matching techniques based on Robert K. Yin's framework, supported by the researcher's prolonged engagement in the field. The findings reveal that internationalization at UNIDA Gontor is conceptualized as the "Internationalization of Values," specifically the projection of Islamic and pesantren values onto the global stage. The institution employs a "Filtered Hybridity" strategy, integrating global benefits with strong pesantren identity roots. Mitigation of the negative impacts of westernization is systematically executed across three organizational levels: (1) Organizational level through rigorous partner selection; (2) Group level through the integration of an Islamic Worldview-based curriculum; and (3) Individual level through value internalization that fosters selective adaptation. These results prove that internationalization does not erode the value of its core identity (identity of being) but instead enriches the professional capacity (identity of becoming) of the academic community. This study offers a framework model for other Islamic Higher Education Institutions (PTAI) in maintaining a balance between global quality and the integrity of local values.

Keywords: *Internationalization Strategy; Internationalization Perspective; Pesantren Values; Implications; Mitigation of Westernization.*